

PATENT
Attorney Docket No. 108.0003-00000
Customer No. 22882

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:)
Steven Michael Schein)
Serial No.: 09/605,695)
Filed: June 28, 2000)
For: INTELLIGENT MEDIA TARGETING))
SYSTEM AND METHOD)

Confirmation No.: 6334
Group Art Unit: 3622
Examiner: John Young

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MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

AMENDMENT

In reply to the Office Action dated January 15, 2004, please amend the application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 8 of this paper.

Amendment 7-14-04